



## 2014-15 City of Edina Strategic Priorities

The City of Edina's mission is to provide effective and valued services, maintain a sound public infrastructure, offer premier public facilities and guide the development and redevelopment of lands, all in a manner that sustains and improves the uncommonly high quality of life enjoyed by our residents and businesses. Our vision is to be the preeminent place for living, learning, raising families and doing business distinguished by:

- A livable environment
- Effective and valued city services
- A sound public infrastructure
- A balance of land uses, and
- Innovation

The City of Edina is known for excellent city services and sound fiscal management. Our ongoing work will contribute this to tradition. In addition to our core services, the Council has identified six priorities for the 2014-15 biennial budget in support of our mission and vision. These themes will guide our organization as we identify projects and prioritize our work.

Community Vision		
Description	Key Performance Indicators	Goals
<p>A clear vision of a desired future will help focus our daily efforts and sustain a high quality of life. A vision for the community through the year 2040 that reflects the unique character, values and priorities of our citizens and stakeholders will be developed. Broad community participation will be central to our effort and critical to its ultimate success.</p> <ul style="list-style-type: none"><li>• Future</li><li>• Values</li><li>• 2040- or date certain in the future</li><li>• Priorities</li></ul>	<ul style="list-style-type: none"><li>• A Vision Plan will be in place prior to next Comprehensive Plan update.</li><li>• 1200 citizens involved in a community process to create a vision.</li></ul>	<ul style="list-style-type: none"><li>• Identify consulting partner by 3/1/14.</li><li>• Complete visioning process by 12/1/14.</li><li>• Approve community vision by 3/1/15.</li></ul>

Infrastructure		
Description	Key Performance Indicators	Goals
<p>The City is committed to preserving and expanding infrastructure systems to maintain reliability and quality, and to meet the demands of expansion and redevelopment. This will be accomplished through a long-term financing plan that balances prudence and community expectations.</p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Preservation</li> <li>• Expansion</li> </ul>	<ul style="list-style-type: none"> <li>• Construction Fund structural deficit eliminated by 3/1/2020.</li> <li>• Centennial Lakes TIF spending plan adopted and implemented by 12/31/15.</li> <li>• Municipal facilities upgrade scope finalized by 12/31/15.</li> <li>• 25,000 feet of bicycle improvements and 5,200 feet of sidewalks are completed each year.</li> </ul>	<ul style="list-style-type: none"> <li>• Convert a half million in unreserved General Fund balance to operating budget by tightening revenue and expenditure estimates and increasing construction fund line item over the two year period.</li> <li>• Meet with Utility companies once each year to assess future plans and to advocate for interests of Edina residents and businesses.</li> <li>• Complete physical evaluation of all City buildings and facilities in order to develop a comprehensive maintenance plan and replacement schedule by 6/30/14.</li> <li>• Complete Living Streets Plan by 12/31/14 and related projects: <ul style="list-style-type: none"> <li>○ France Ave pedestrian crossings by 12/31/14</li> <li>○ 54<sup>th</sup> Street by 12/31/14</li> <li>○ Tracy Avenue plan by 12/31/15</li> </ul> </li> <li>• Complete driving range and cart path projects at Braemar Golf Course by 12/31/15.</li> <li>• Complete Parks Master Plan by 12/31/14</li> <li>• Adopt and implement Centennial Lakes TIF spending plan by 12/31/15</li> <li>• Finalize southeast Edina sanitary sewer capacity study by 4/1/14 for inclusion in the CIP.</li> <li>• Complete construction of the sports dome by the end of 2014.</li> </ul>

Commercial and Mixed Use Redevelopment		
Description	Key Performance Indicators	Goals
<p>Development and renewal of commercial and residential areas is essential to the on-going health of the city. The City will focus on the 50<sup>th</sup> &amp; France and Grandview areas to create maximum positive impact. Tax increment financing and other tools will be used to provide incentives to develop in ways consistent with the City's land use, transit, density and health goals.</p> <ul style="list-style-type: none"> <li>• 50<sup>th</sup> &amp; France</li> <li>• Grandview</li> <li>• TIF</li> <li>• Transit/Land use/Density/Health</li> </ul>	<ul style="list-style-type: none"> <li>• Public parking capacity at 50<sup>th</sup> and France is increased by 20%. The perception of parking availability at 50<sup>th</sup> and France is improved. Ground broken for redevelopment of parking facility by 12/31/14.</li> <li>• Grandview redevelopment plan executed with final public space plan by 12/31/15.</li> <li>• France Ave pedestrian plan improvements completed by 12/31/14.</li> <li>• Redevelopment roadway improvements substantially completed for Hazelton by 12/31/14.</li> </ul>	<ul style="list-style-type: none"> <li>• Complete plans to expand North Ramp and plan improvements at other ramps by 12/31/14. Complete ramp projects by 12/31/15.</li> <li>• Implement ramp demand management system by 5/31/14.</li> <li>• Complete small area plan for Wooddale and Valley View by 12/31/14 and Cahill and 70<sup>th</sup> Street by 12/31/15.</li> <li>• Approve redevelopment plan for former public works site by 7/1/14; complete project by 12/31/15.</li> <li>• Approve redevelopment agreement with the School District for the current School District bus barn site by both the City and the School by July 1, 2014.</li> <li>• Work with 50<sup>th</sup> and France property owners on redevelopment projects.</li> <li>• Outline development goals and incentives related to sustainability, health and transit/connectivity by 12/31/15.</li> <li>• Master redevelopment plan for Pentagon Park approved by 12/31/14.</li> </ul>

Workforce		
Description	Key Performance Indicators	Goals
<p>High quality service delivery requires skilled employees who are properly deployed. The City supports high performance staffing approaches and the recruitment and retention of well-qualified employees. To support these efforts, the organization will provide competitive compensation and benefits packages.</p> <ul style="list-style-type: none"> <li>• Staffing and resource allocation</li> <li>• Recruitment &amp; retention</li> <li>• Compensation and benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Affordability of family insurance improves to meet average for comparison cities by end of 2016-2017 budget cycle.</li> <li>• Customer service evaluation scores on 2015 Quality of Life Survey continue to be 90% or better positive ratings with “excellent” ratings increasing to 30%.</li> <li>• An employee engagement baseline measurement is established through an employee engagement survey</li> </ul>	<ul style="list-style-type: none"> <li>• Restructure employee benefit program by 9/1/2014.</li> <li>• Allocate \$150,000 in operating budget each benefit year towards our benefit plans.</li> <li>• Develop employee engagement survey and measure every two years starting in 2014.</li> <li>• Develop and implement customer service standards and related training organization-wide by 12/31/15.</li> <li>• Incorporate defined values into hiring process by 3/1/14 and performance management system by 3/1/15.</li> <li>• Develop standard onboarding and leadership training by 12/31/15.</li> </ul>

Communication and Engagement		
Description	Key Performance Indicators	Goals
<p>To clearly understand community needs, expectations and opinions, the City will consistently seek the input of a broad range of stakeholders in meaningful and interactive communication. Efforts to engage the community will utilize multiple platforms, be informative, transparent, responsive, and will involve volunteers and city commissions.</p> <ul style="list-style-type: none"> <li>• Coordinated</li> <li>• Multi-platform</li> <li>• Strategic</li> <li>• Transparent</li> <li>• Two-way, interactive, inviting</li> <li>• Accessible</li> <li>• Comprehensive, informative</li> <li>• Timely</li> </ul>	<ul style="list-style-type: none"> <li>• At least 85% of residents will continue to respond positively when asked if they felt they could have a say in local government in the 2015 Quality of Life Survey.</li> <li>• Residents will continue to prefer a City communications tool as their primary information source for City news in the 2015 Quality of Life survey.</li> <li>• The number of City Extra subscribers will increase by 25% from 8/1/13 to 12/31/15.</li> <li>• 90% of participants on boards, commissions, advisory groups and task forces rate their overall experience positively.</li> <li>• Ten neighborhood associations will be recognized by 12/31/15.</li> <li>• Registered users of City of Edina websites or fans/followers will increase by 20% from 8/1/13 to 12/31/15.</li> </ul>	<ul style="list-style-type: none"> <li>• Host and promote Speak Up Edina topic monthly.</li> <li>• Use “telephone town hall” meeting or live social media chat at least once per year.</li> <li>• Develop plan to promote City Extra by 3/1/14 and implement by 6/1/14.</li> <li>• Identify and train communication coordinators in each department by 6/1/14.</li> <li>• Train key City staff on public engagement methods by 12/1/14</li> <li>• Prioritize needs for mobile apps and implement at least one mobile reporting app by 7/1/14.</li> <li>• Develop and implement survey for volunteer participants and exit surveys for board and commission members by 3/1/14.</li> </ul>

Aviation Noise		
Description	Key Performance Indicators	Goals
<p>Changes in flight patterns from the Minneapolis-Saint Paul International Airport over the community negatively affect the quality of community life. We are committed to influencing the outcome of decisions, mitigating the impacts to the community, and working with our neighboring communities to find the best possible solutions.</p> <ul style="list-style-type: none"> <li>• Mitigating impact</li> <li>• Influencing outcome</li> <li>• Working with/partnering with the cities of Minneapolis, Bloomington, Richfield, the Federal Aviation Administration (FAA), Metropolitan Airports Commission (MAC), and the MSP Noise Oversight Committee (NOC)</li> </ul>	<ul style="list-style-type: none"> <li>• Achieve an outcome generally acceptable to the City.</li> <li>• Relationships with neighbors are not negatively impacted by efforts.</li> <li>• New positive relationships with MAC, FAA and the airlines are established.</li> </ul>	<ul style="list-style-type: none"> <li>• Average daily overflights of the City do not exceed their 2012 levels.</li> <li>• Average daily aviation noise levels in the City do not exceed 2012 levels.</li> <li>• The hybrid RNAV solution endorsed by the MAC in 11/2012 is implemented.</li> </ul>